

Sustainable Forest Products Global Alliance

Year 3 Quarter 4 Report

Submitted by Metafore and World Wildlife Fund

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Sustainable Forest Products Global Alliance
Year 3 Quarter 4 Report
July 1, 2005 through September 30, 2005

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Sustainable Forest Products Global Alliance

Quarter 4 Report

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1. *Introduction*

The Sustainable Forest Products Global Alliance is a public/private partnership that seeks to make markets work for forests and people. Together, the partners in the Global Alliance work to advance a new model for forest conservation and community development in USAID-presence countries in which sustainable forest management is rewarded in the global marketplace. By reducing trade in illegally harvested or unsustainably managed forest products, opportunities for resource-dependent communities and low-income producers will grow.

This report summarizes the accomplishments of the two non-governmental partners—WWF and Metafore—for the fourth quarter (July 1, 2005 through September 30, 2005) of the third funding year of the Global Alliance. During this period, WWF and Metafore made substantial progress towards accomplishing the expected achievements defined for the year.

2. *Expected Achievements and Benchmarks*

In November 2002, Global Alliance members and their partners adopted a Results Framework which outlined expected multi-year achievements and related first year benchmarks. During subsequent annual reviews, Global Alliance members have revised the multi-year achievements and drafted benchmarks. The following benchmarks were designed for year three (October 1, 2004 through September 30, 2005) of the Global Alliance.

Expected Achievement A: Enhanced demand for legally produced products from well-managed forests through implementation of responsible purchasing practices by businesses, government agencies, and other organizations.

Benchmarks:

- Increase number of government agencies and businesses that agree to source forest products from legal, well-managed forests.
- Increase number of businesses and government agencies implementing purchasing policies that prefer forest products from legal, well-managed forests.
- Expand dissemination of business tools for buyers of forest products.
- Improve tools related to implementing responsible purchasing practices.

Expected Achievement B: Increased supply of products legally produced from well-managed forests that generate social, economic, and ecological benefits through improved forest management.

Benchmarks:

- Increase number of producer group members.
- Increase the area of forest under written commitment to achieve responsible forest management.
- Improve technical assistance and information to improve access to markets.

Expected Achievement C: More efficient trade of legal forest products from well-managed forests through the development and dissemination of information that enhances decision making of willing buyers and sellers.

Benchmarks:

- Increase the understanding of markets and trade flows.
- Increase the informed interaction between buyers and producers.
- Increase (trade indicator) of producer group members.
- Expand database-linked Website to house technical, policy, and market information

Multiple Expected Achievements

The Global Alliance partners also identified the following cross-cutting benchmarks:

- Disseminate trade knowledge to partners, businesses, and community/producer networks.
- Increase communication venues, documents describing lessons learned and success stories to promote innovation and collaboration.
- Foster an enabling/improved policy environment that promotes forest conservation.

3. Global Highlights

- Participation in WWF's Global Forest & Trade Network (GFTN) grew by 7 to 408 this quarter, with 373 trade participants¹ and 35 forest participants² managing 13.3 million ha and purchasing/trading in excess of \$15.8 billion in forest products (See Table 1: GFTN Participant Summary). GFTN members have a combined sales turnover in excess of \$419 billion USD per year and employ more than 1.07 million people.
- WWF has tracked another 14 buyer enquiries for products from producers in its Forest & Trade Networks. WWF is tracking 182 enquiries total with a value of 86 million USD. To date, 70 of these enquiries have matured into successful trade relationships ("market links"), meaning that 10 new market links were forged in the past quarter. The estimated value of trade represented by these 70 market links is 34 million USD. Based on an analysis of enquiries and market links activity since March 2004, WWF is greening an ever increasing number of supply chains through GFTN (See Table 2: Market Links Progress).
- WWF and Metafore raised awareness of responsible forest trade issues with key audiences over the past quarter with notable media coverage and targeted outreach including:
 - Metafore continued to reach key audiences with the *In Focus* newsletter. Designed to bring stories of success related to responsible business practices, the *In Focus* newsletter targets businesses that operate on a global scale. Metafore exceeded its goal of 2500 subscriptions with an estimated 300 new subscribers.

¹ Trade participant means a participant who is a processor, manufacturer, trader, specifier, or end-user of wood or paper products.

² Forest participant means a participant who is a forest owner or manager.

4. Regional Highlights

Consumer Countries

Professional Development Program/Lesser-known species strategies

Metafore's year 3 intern, Richard Chavez, completed twenty-three interviews with companies involved with introducing and marketing lesser known species in North America. Importers, wholesalers and distributors of rough tropical timber made up 50 percent of the interviews, 20 percent of the interviews included importers and manufacturers of wood processors, 15 percent included the wood industry which consisted of furniture manufacturers and interior designers, and the other 15 percent of the interviews conducted included wholesalers and retail stores.

Global Wood Advisor

Metafore convened an advisory panel consisting of representatives from the Global Forest & Trade Network (GFTN) and the International Wood Products Association (IWPA) and developed a template for creating future editions of the Global Wood Advisor (GWA). The group decided that each edition would feature a particular product category and contain a balance of market news, research, and resources related to the product category. Using this new format, the third edition of the GWA was released and distributed in September. Metafore began a process to track the effectiveness of the distribution system.

WWF North America Forest & Trade Network

WWF recently signed the first two member companies of the North America Forest & Trade Network (NA-FTN), TBM Hardwoods and BlueLinX. TBM Hardwoods imports a variety of tropical hardwoods from Latin America (including Peru and Brazil) and Africa, and is the largest U.S. importer of big-leafed mahogany (*Swietenia macrophylla*). FTN staff worked closely with TBM to develop a responsible purchasing policy, assess its entire supply chain, and develop a time-bound action plan for verifying that its supply comes from responsible sources. WWF is currently assisting BlueLinX, the largest building products distributor in the U.S., to assess its suppliers and to develop a responsible purchasing policy. BlueLinX has historically sourced significant volumes from Indonesia, and hopes to do so again by working through GFTN to help its suppliers obtain certification.

An additional company, Wood Flooring International, has formally applied to the FTN. Wood Flooring International, which also has trade relationships with China and Indonesia, has developed a responsible purchasing policy with the assistance of WWF and is in the process of completing a baseline assessment and action plan.

Forest Leadership Forum

Metafore completed several planning activities related to the Forest Leadership Forum. Metafore continued to develop content related to the program's three primary themes with input and guidance from the Forest Leadership Forum program advisors. Metafore developed a communication strategy to drive the target audience to register and participate in the conference. Metafore received new sponsorship commitments from several stakeholders. New sponsors include forest product companies such as Weyerhaeuser, International Paper, and Lanoga Corporation.

Paper Working Group

In July 2005, Metafore began developing technical requirements for an EPAT prototype on the World Wide Web. The technical requirements were developed using feedback from recent Web conferences with stakeholders. The technical requirements went through a series of iterations before the final requirements were distributed in a request for proposals in August. A development firm

was hired on September 1 to deliver a beta version of the EPAT electronic software in mid-November. In the meantime, Metafore modified the EPAT content—including EPAT indicators and protocols for data collections and reporting—following a period of extensive testing with stakeholders. Metafore also developed a process that would allow business buyers and their suppliers to pilot the EPAT prototype (beta version) on the World Wide Web starting sometime in October.

International Market Seminars

Metafore, in coordination with WWF in Brazil, The Nature Conservancy and CADEFOR in Bolivia, and the Confederacion Peruana de la Madera in Peru, completed 12 international seminars. Ana Alicia Eid Chajtur, Metafore's second-year intern presented her findings on the market for secondary manufactured wood products to responsible producers to approximately 30-50 participants in each seminar ranging from producers and local governments to NGOs and academia.

Forest Certification Resource Center

Formerly the Certification Resource Center, the FCRC was reconstructed to provide comprehensive, objective information on forest certification. Content was selected, developed, and updated to fit the new architecture.

Metafore completed the update to the FCRC and included a sponsorship section. Through email solicitation, Metafore secured the first business sponsor, Anderson Hardwood Floors and began discussions with Forest Products Association of Canada (FPAC) for a sponsorship/search tool portal package. The forest certification comparison matrix was updated and posted.

GFTN Europe

WWF convened a meeting of its European Paper Group, which includes Unilever, McDonald's, Canon Europe, Lafarge, IKEA, and Deutsche Post, in September to learn about bleaching and recycling issues from CEPI experts.

During the Forest Movement Europe meeting a *Joint European NGOs Vision for the Paper Sector* was successfully agreed among the major European NGOs, including WWF. The vision describes five strategies for achieving a responsible and sustainable paper sector, including reducing paper consumption; reducing reliance on virgin fiber; ensuring social responsibility; source fiber responsibly; and ensuring clean production. Agreement among major NGOs is important for ensuring a strong and consistent market signal from buyers of pulp and paper.

GFTN Asia

WWF's activities in Japan and China are supported by matching funds.

To date, eleven companies have applied to join the China FTN, five of which are former EcoWood@sia (Hong Kong FTN) members. A list of applicants is available at <http://www.forestandtradeasia.org/China>. The other six are leading flooring and plywood manufacturers and forest producers in mainland China, including two large State Forest Enterprises (managing over 420,000 ha of natural forest). WWF secured the interest of these applicants through extensive outreach to each company and in some cases through the influence of their customers, who are already members of GFTN.

For these companies to be admitted as members they must undergo baseline assessments of their current purchasing and/or forest management operations and develop action plans for improving the sustainability of their practices, with an ultimate goal to source or produce credibly certified forest products. WWF facilitated baseline assessments of six of the applicants—including three large manufacturers in Guangdong and Shanghai. In conjunction with these baseline assessments, WWF

organized a training course in Guangzhou to build the capacity of China FTN staff and local potential auditors to conduct future assessments.

WWF sponsored a visit by a delegation from ASKUL (a leading Japanese and stationery and office supplies company) to Indonesia, which included meetings with potential suppliers in Jakarta and a “fly over” forests of Sumatra. ASKUL has responded well to ongoing dialogue with WWF and others, resulting in the company’s eliminating irresponsible sources and obtaining chain of custody certification so that it can now supply certified paper to its customers.

Following the G8 Summit discussion on illegal logging, the Japanese government committed to developing a new procurement policy to ensure that it sources wood products from sustainably managed forests.

WWF has developed two new portals on www.forestandtradeasia.org, WWF’s clearing house for information about forest certification and responsible wood sourcing in Asia Pacific:

- China portal complete with China-specific information on forest certification and responsible purchasing, news about forestry issues in China, and information on joining the FTN, available in Chinese and English
- Japan portal with information on forest certification and responsible purchasing in Japan, available in Japanese and English

Latin America and the Caribbean

WWF Mesoamerica and Caribbean Forest & Trade Network: Jagwood+

Jagwood+ showcased its participants at Expomueble and Expoforestal 2005 in Guatemala, the largest furniture fair in Central America. Guatemalan President Oscar Berger Perdomo, personally and publically congratulated Jagwood+ director, Noemí Pérez on the success of Jagwood+. The Jagwood+ stand included small and medium-size Nicaraguan companies such as Madeniksa, Don Bosco, Richwood, La Mueblería and the Fundación Politécnico La Salle as part of a project backed by the International Finance Corporation (IFC), WWF Central America and Jagwood+. The Jagwood+ stand also included the certified companies Procinsa, ECOFOREST and La Constancia from Guatemala and Muebles Lolo Morales from Nicaragua. The Expomueble and Expoforestal 2005 drew more than 92 participants, most of them furniture manufacturers and attracted approximately 15,200 visitors.

Nicaragua

As a result of The Expomueble and Expoforestal 2005 three Nicaraguan furniture companies-- Productos Metal Madera, Muebles Verónica, and Muebles Victoria--have committed to purchasing wood responsibly. Representatives of the companies signed responsible purchasing agreements at the expo. In Central America, 50 responsible purchasing policy agreements have already been signed by international organizations, architects, builders, hotels, furniture manufacturers and other forestry industry companies in Costa Rica, Nicaragua, Panama, and Honduras. (See Annex 2 for full story)

With the support of Jagwood+, the Nicaraguan firm PRADA has brought certified plywood to market and is seeking international buyers. PRADA operates on more than 9,000 hectares of certified natural forest in the North Atlantic Autonomous Region (RAAN) of Nicaragua. The plywood is currently being sold in hardware stores in the Nicaraguan capital city of Managua.

Panama

Panamanian government authorities gave WWF a vote of confidence for the “Sustainable Responsible Forest Management and Trade Project” at an August meeting in Panama City, Panama. The principal representatives of the Panama’s National Environmental Authority (ANAM) and members of the Panamanian forestry sector met with staff from WWF Central America’s forestry program to learn about the details of the project being carrying out in the Darién forest with the Emberá-Wounnán territory, the private sector, and government. The project has been developed in cooperation with U.S. NGO ACDI-VOCA and financial support from the USAID.

Peru

The concessionaire Von Humboldt Forest SAC, located in Aguaytía-Ucayali, is now undergoing a pre-evaluation process on the way to becoming certified. This evaluation utilized the first module of GFTN’s tool for a phased or “stepwise” approach to improved forest management and certification (the Modular Implementation and Verification—MIV tool) to identify necessary corrective actions.

Most of North America FTN member TBM Hardwood’s wood comes from the ecologically important Southwest Amazon region. WWF is working with key suppliers in Peru to ensure mahogany sources comply with CITES and Peruvian regulations. Specifically, WWF is working with the Peruvian company, Forestal Venao and five indigenous communities to conduct baseline assessments and technical assistance to improve their forest management as part of the stepwise approach to certification.

Brazil

WWF, along with partners Friends of the Earth-Amazon, IMAZON, Greenpeace, and FSC Brazil has begun to engage with companies to improve their responsible purchasing practices. WWF and its partners are currently working with eight influential companies across a diverse portfolio of sectors, including retailers Carrefour and Tok & Stok, financial institutions, such as Banco Real; cosmetics company Natura; corporate gift designers Studio Vero and Grupo Eco; pulp and paper company Suzano; and construction company Ecolog. Studio Vero, whose clients include Motorola, Petrobrás, Mitsubishi, Nestlé, and Hyatt, has set a goal to achieve 100 percent certification of its supplies by 2006. The company is already negotiating with its suppliers and expressed willingness to try alternative species.

In addition, since January, GFTN has received six inquiries from the companies it works with around the world for responsibly produced Brazilian wood products. From these inquiries one new trading relationship (or “market link”) has been established between a U.S. home improvement retailer and a flooring manufacturer participating in the Sao Paulo-based Friends of the Earth Buyers Group.

These activities are supported by matching funds from the Blue Moon Fund.

Asia and the Near East

Activities in the Asia and Near East region are supported by USAID through the *Alliance to build market links to conserve Indonesia’s forests* with technical assistance from the GFTN Secretariat (funded through the SFPGA).

In August, The Nature Conservancy and WWF convened a conference on identifying and maintaining High Conservation Value Forests (HCVFs). The conference attracted over 50 practitioners from Indonesia, Malaysia, Papua New Guinea, and Vietnam and allowed information exchange and learning on HCVF analysis; options for managing and monitoring the maintenance of values identified; and governance of the use of the HCVF concept.

WWF Malaysia Forest & Trade Network

The Sabah Forestry Department (SFD) agreed to carry out a pre-assessment for two Forest Management Units (FMUs) with WWF support. An action plan will be developed to assist SFD in moving towards forest certification.

WWF Indonesia Forest & Trade Network: Nusa Hijau

Highlights for Indonesia the quarter include:

- 3 forest companies completed action plans to achieve forest certification. These companies include Perum Perhutani, a stated-owned company with large teak plantations in Java (the plans cover 5 of the company's district management units totalling 140,000 hectares), an acacia plantation (60,000 hectares) and an integrated natural forest concession (170,000 hectares) with an integrated panel-manufacturing facility.
- 4 furniture manufacturers completed baseline appraisals and action plans to source wood responsibly.
- WWF hosted a delegation of five Japanese companies who met with potential participants in the Indonesian FTN (Nusa Hijau). The meetings increased understanding of the problems in the Indonesian forest sector and the objectives of the FTN and opened the door for future market links between responsible Japanese buyers and responsible Indonesian producers.
- PT Erna Djuliawati, a forest concession with total area of 184,206 hectares in Central Kalimantan, obtained FSC certification--a significant achievement in Indonesia and one that will help jumpstart responsible market links to the region. PT Erna Djuliawati is currently the largest forest area to obtain FSC certification in Indonesia after PT Diamond Raya in Sumatra. WWF is facilitating visits to the company from FTN members seeking to source certified plywood in Indonesia.
- Asia Pulp and Paper Co. Ltd. (APP) has agreed to protect the High Conservation Value Forests (HCVFs) identified in three of its Riau forest management units:
 - Pulau Muda unit - total area 79,754 ha assessed with 34,155 ha of HCVF identified for protection (representing 43% of total concession area)
 - Serapung Unit - total are 19,495 ha assessed with 7,144 ha of HCVF identified for protection
 - Siak Unit - total area 47,023 ha assessed with 6,872 ha of HCVF identified for protection. This agreement came soon after the completion of HCVF assessments in three of the pulpwood forests

WWF had previously withdrawn from a letter of intent with APP due partly to the company's refusal to properly assess and protect the conservation values of forests targeted for conversion to acacia plantations.

Africa

WWF Central Africa Forest & Trade Network

A workshop on sustainable forest management and certification was organized for thirty representatives from international and local NGOs, forestry administration, partners of the Ministry in charge of forestry, private sector logging companies, and research institutions. The workshop

included presentations and interactive discussion on the objectives of the Forest & Trade Network and the concept of certification as a voluntary and market-driven tool for achieving sustainable forest management. The workshop contributed to the “demystification” of certification.

As part of an effort to build local capacity in Central Africa to conduct baseline assessments and certification audits, WWF sponsored three individuals representing WWF-Central Africa Regional Programme Office (CARPO), Africa Timber Organization (ATO), and Congo National Working Group for sustainable forest management and certification to attend a workshop on sustainable management and certification in Sweden. The availability of local expertise will help to reduce the cost of certification in the region. These individuals will also serve as ambassadors of the Central Africa FTN in their countries and institutions.

Based on the preliminary results of a study on the feasibility of certification of community forests, WWF-CARPO, in partnership with the Centre for Environment and Development (CED--a national NGO partner to the Friends of the Earth operating in Cameroon), initiated a pilot project to build the capacity of five communities in Djoum area of South Cameroon, to achieve sustainable management and certification of their community forests covering 6020 hectares and to link them with the national and international markets. The promoters believe that certified community forests will provide jobs in rural areas with promising long-term income generation; return control of the resource to community forest owners/managers; generate a higher price for timber; and ensure minimal impact on the environment and other forest-based resources. WWF will seek to involve the communities in the Forest & Trade Network.

Ghana Forest & Trade Network

The Forest & Trade Network hosted a Reduced Impact Logging (RIL)-oriented training workshop for seventeen forest coordinators and managers from ten of its participant and applicant companies on September 26th. The workshop highlighted the economic and environmental impacts of current logging practices in comparison with the reduced negative environmental impacts and greater operational efficiencies that can be achieved through best practices.

Based on the first monitoring visit for FTN member Samartex, great progress is being made on the implementation of the company’s certification Action Plan. There has been great improvement in a manner in which logging is being conducted, particularly in the areas of waste management, skidding, roadbuilding, and felling. The company has also acquired new and efficient logging machines, and employed a Reduced Impact Logging expert.

The Ghana Forest & Trade Network has developed and distributed a fact sheet as part of an education and awareness program.

Europe and Eurasia

Russia Forest & Trade Network: Russian Association of Environmentally Responsible Timber Producers (RAERTP)

The Russia Forest & Trade Network admitted three new members this quarter—Siberian Silver Pine - Management, Zalazninsky Forest Company, and VM-Invest—and received one new applicant-- Shchelkovsky Training Leskhoz. While negotiations about FTN participation are still underway with StoraEnso, they have committed to having their Russian logging subsidiaries join the FTN and to certifying all of their forest areas in 2006.

Also this quarter:

- 4 baseline appraisals were completed (Siberian Silver Pine – Management, VM-Invest, and Shchelkovsky Training Leskhoz)
- To ensure that the requirements for the baseline appraisal are understandable and applicable to companies, a workshop on Chain of Custody (CoC) baseline appraisal was held for PG members
- Suppliers of two Russian FTN members and one potential member (under negotiation) – Ust Pokshengskiy LPH, Shalakushales LPH, Velskoye LPP (Arkhangelsk PPM), IlimSibLes Ltd. (Ilim Pulp Enterprise), and Nimengales (Onega Sawmill) were issued FSC certificates for forest management and CoC. The certified forest area of FTN members, potential members, and their supplier totals now more than 4.6 million hectares.
- Three FSC CoC certificates were issued to FTN members and their suppliers, including Cherepovetsles, Belozersky Lespromkhoz, and Lesosibirsk Sawmill No.1 (in Siberia)
- One new market link between an FTN member and a German company was established; three links are in negotiation (with German, US, and Dutch companies)

Table 1

Data is as of September 2005 and may not reflect newly admitted members.

FTN	No. of Companies	Status	Hectares Managed	Wood Volume Traded (m3)
<i>Austria</i>				
WWF Wood Group	9	Trade Participant ³		
<i>Belgium</i>				
FSC FTN	1	Potential Participant		
	18	Trade Participant	0	
<i>Brazil</i>				
FOE CPFC (Buyers)	21	Suspended Trade Participant		
	48	Trade Participant		
PFCA (Producers)	2	Application submitted	37,100	100,000
	8	Forest Participant ⁴	889,443	30,600
<i>Bulgaria</i>				
WWF Carpathians FTN	6	Application submitted	4,000	140,000
<i>Central Africa</i>				
WWF CAFTN - Cameroon	6	Application submitted	872,000	305,000
	4	Potential Participant	830,000	0
WWF CAFTN - DRC	1	Potential Participant	0	
WWF CAFTN - Gabon	6	Potential Participant	1,050,000	
<i>China</i>				
WWF China FTN	5	Application submitted	425,358	80,000
<i>France</i>				

³ Trade participant means a participant who is a processor, manufacturer, trader, specifier, or end-user of wood or paper products.

⁴ Forest participant means a participant who is a forest owner or manager.

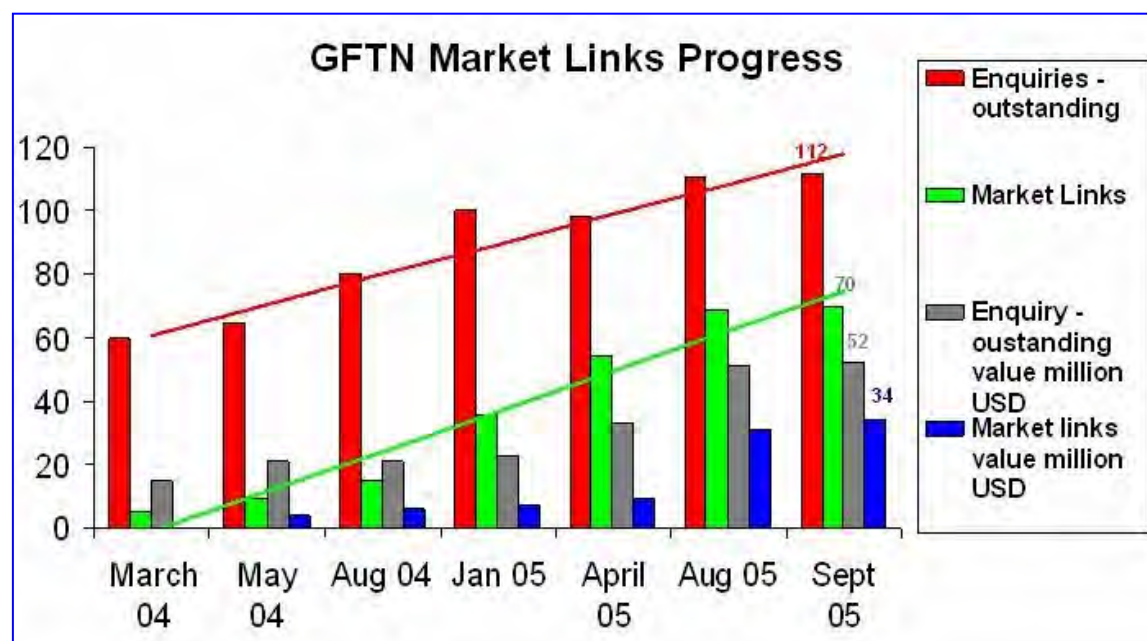
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WWF Club Proforêt	11	Trade Participant		
<i>Germany</i>				
WWF Wood Group	13	Trade Participant	0	
<i>Ghana</i>				
FOE Ghana FTN	5	Application submitted	109,981	60,000
	3	Baseline appr. & Action plan completed	103,521	96,000
	1	Forest Participant	159,000	120,000
	4	Potential Participant	0	
<i>Hong Kong</i>				
EcoWood@sia	10	Trade Participant		
<i>Indonesia</i>				
WWF Nusa Hijau FTN	6	Application submitted	809.93	12,764
	12	Baseline appr. & Action plan completed	23,1340	411,250
	13	Potential Participant	1,207,260	350,000
	1	Trade Participant		4,000
<i>Italy</i>				
WWF Club per il Legno Ecocertificato	17	Trade Participant		
<i>Japan</i>				
WWF Sanshoukai	30	Trade Participant		
<i>Mesoamerica & Caribbean</i>				
Jagwood+ Belize	1	Potential Participant	105	
Jagwood+ Costa Rica	20	Potential Participant	79,743	209,055
Jagwood+ Guatemala	4	Potential Participant	65,775	
Jagwood+ Guyana	3	Potential Participant	2,210,000	
Jagwood+ Honduras	3	Potential Participant	12,119	
Jagwood+ Nicaragua	9	Forest Participant	52,045	
	2	Potential Participant	3,925	
	2	Trade Participant	0	
<i>Malaysia</i>				
WWF Malaysia FTN	1	Application submitted		
	2	Baseline appr. & Action plan completed	108,665	1,577
	2	Baseline appr. & Action plan in process		
	3	Trade Participant		202,500
<i>Netherlands</i>				
FSC Netherlands FTN	101	Trade Participant		
<i>North America</i>				
WWF North America FTN	10	Potential participant		
	1	Baseline appr. & Action plan in process		
	2	Trade participant		
<i>Phillippines</i>				
WWF Malaysia FTN	3	Application submitted		
<i>Peru</i>				
WWF Peru FTN	6	Potential Participant	182,000	3,000
<i>Romania</i>				
WWF Carpathians FTN	4	Application submitted		2,327,000
	5	Baseline appr. & Action plan in process	48,978	103,700
	1	Forest Participant	18,400	47,000
	1	Potential Participant		18,000
<i>Russia</i>				
RAERTP	7	Application submitted	834,000	1,080,000

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	16	Forest Participant	12,147,000	18,146,305
	3	Potential Participant	249,000	3,600,000
	1	Trade Participant		30,000
<i>Spain</i>				
WWF Grupo 2000	12	Trade Participant	1,026.66	707,740
<i>Sweden</i>				
WWF Skog 2000	7	Suspended Trade Participant		
	13	Trade Participant		
<i>Switzerland</i>				
WWF Wood Group	24	Trade Participant		
<i>United Kingdom</i>				
WWF-UK FTN	1	Suspended Trade Participant		
	50	Trade Participant		20,827,209

Table 2. Market Links Progress



5. Partnerships and Leverage

Existing Partnerships

An update on the confirmed partners and leverage is provided below. In addition to USAID's investment of 7.5 million USD (through Year 3), WWF and Metafore have leveraged direct and indirect contributions of 28 million USD from a variety of partners, representing almost a 4:1 leverage ratio.

Table 2: Existing Partnerships and Leverage

Partner	Role of Partner	Leverage
<i>Corporate</i>		
The Home Depot	Global Alliance charter partner is supporting program activities financially and committed to working with their suppliers to develop sources of responsibly harvested wood products.	\$1,000,000 cash support to WWF \$50,000 cash support to Metafore
Andersen Corporation	Global Alliance partner is supporting program activities financially and committed to working with their suppliers to develop sources of responsibly harvested wood products.	\$100,000 cash \$100,000 in-kind
IKEA	Investing in responsible forestry projects in China, Russia, the Carpathians, the Baltic states, and South East Asia.	\$6,100,000 cash \$72,000 in-kind
Catalyst Paper, (formerly NorskeCanada)	Global Alliance partner is supporting program activities financially and committed to working with their suppliers to develop sources of responsibly harvested wood products and promoting these products in the global marketplace.	\$100,000 cash
Norm Thompson Outfitters	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability. Metafore also worked with NTO to construct a wood products Scorecard to be used by internal buyers.	\$22,000 cash \$19,000 in-kind
McDonald's Corp.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$38,000 cash
Toyota Motor Sales USA, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$35,400 cash
Time, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$55,400 cash \$450,000 in-kind
Hewlett-Packard Co.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$50,400 cash \$380,000 in-kind
Nike, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$48,000 cash \$195,000 in-kind
Starbucks Coffee Company	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$50,000 cash \$60,000 in-kind
FedEx Kinko's, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring	\$27,900 cash \$70,000 in-kind

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	and evaluating it, and take actions to increase its availability.	
Bank of America	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$40,000 cash
Staples, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$53,400 cash \$205,000 in-kind
Cenveo (formerly Mail-Well)	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$30,400 cash
Quad Graphics	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
L.L. Bean	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
JC Penney Co., Inc.	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
REI	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
Hearst Enterprises	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
Office Depot	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
RR Donnelley & Sons Company	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
Quebecor, Inc	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
Fedex Express	EPAT early adopter circle	\$10,000 cash \$10,000 in-kind
Sveaskog	Swedish state-owned forest company is partnering with WWF-GFTN to broaden the market for certified products.	\$147,000 cash
Forest Products Association of Canada	Provided cash contribution in support of Metafore's Certification Resource Center, and in-kind support to facilitate dialogue between forest products industry and business Buyers regarding the production of environmentally preferable paper.	\$17,000 cash \$25,891 in-kind (\$CDN35,000)
Certified Wood and Paper Association (formerly CFPC Marketing Collaborative)	In-kind support—based on business contributions and dues—in the form of promotion of certified wood and paper products.	\$307,575 in-kind
Various technical assistance providers	Provided in-kind support in the form of software and reductions of fees as a contribution.	\$8,819 in-kind
Latin American forest companies in Nicaragua and Costa Rica (11)	Participated in the development and testing of tools to assess production capacity, technical assistance needs, and identify opportunities for growth in the domestic and international marketplace.	\$30,000 in-kind (provided to Jagwood+)

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ERM Japan Ltd.	Contributed goods and services for Northeast Asia market assessment	\$14,000 in-kind
PROMPEX – Peruvian institution for exports promotion	Supported participation of GFTN LAC Regional Coordinator at Negocia Madera 2004 trade show in Lima, Peru	\$1,131 in-kind
Lippencott Mercer	Provided in-kind support to Metafore in the form of services.	\$70,000 in-kind
Selloro	Panamanian hardwood flooring company supporting responsible forest management and trade with the indigenous communities of the Comarca Emberá / Wounaan in the Darien Ecoregion, Panama	\$25,000
Local forest products trade associations	Using market benefits to promote sustainable economic development and forest conservation by small landowners, manufacturers and traders in the Dominican Republic	\$25,000
Newly recruited participants of Forest & Trade Networks in LAC, Russia, Africa	As new participants are recruited to FTNs they contribute membership fees and invest in action plans to promote responsible forestry	Significant but as yet not quantified parallel investments and some direct investments
PFCA- Brazil Corporate Producer Group	Companies implementing responsible forest management and supporting operation of Brazil producer group in Belem	\$25,000
<i>Private Foundation/NGO</i>		
WestWind Foundation	Supporting North American FTN activities	\$65,000 cash
Arthur Blank Family Foundation	Supporting North American FTN activities	\$100,000 cash
Blue Moon Fund	Supporting GFTN in North America, Brazil, and China	\$200,000 cash
Rockefeller Brothers Fund	Grant to Metafore to develop market for certified forest products.	\$200,000 cash
Ford Foundation	Grant to Metafore to improve forestry practices around the world through promoting and facilitating the increased purchase, use and sale of third-party certified forest products.	\$300,000 cash
Surdna Foundation	Contribution to Metafore to support development of collaborative for marketing certified forest products.	\$225,000 cash
MacArthur Foundation	General support to Metafore.	\$33,000 cash
Forest Trends	Programmatic support to the Global Alliance in the form of a global market assessment; strategic studies on critical issues to forest conservation and poverty alleviation; and dissemination of results.	\$4,000,000 public and private donations
GreenWood/Madre Verde	Community based NGO working in Honduras developing conservation-based SME.	\$35,000 cash
<i>Government</i>		
UK Department for International Development	Supporting development of Forest & Trade Networks in Ghana and Brazil, and reducing poverty in priority ecoregions in LAC by building effective market linkages between indigenous community forest enterprises and manufacturers	\$1,200,000 cash
European Union/WWF Belgium	Sustainable Forest Management – Central Africa Project contributing to Producer Group development	\$1,300,000 in parallel investment

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Netherlands Ministry of Foreign Affairs (DGIS)	Sustainable Forest Management Project in Democratic Republic of Congo contributing to Producer Group development.	\$1,100,000 in parallel investment
BMZ	Promoting technical partnerships in forest management in Congo Basin contributing to Producer Group development.	\$50,000 in parallel investment
Congo Basin Forest Partnership/FFEM	Jengi Project technical assistance in Cameroon contributing to Producer Group development.	\$225,000 in parallel investment
Government of Sweden	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$325,000
Government of Belgium	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$80,000
Government of Switzerland	Vertical integration of responsible community and Small & Medium Enterprises (SME) Bolivian wood products sector.	\$426,000
Government of Germany (DED; KfW, GTZ)	Using market benefits to promote sustainable economic development and forest conservation by small landowners, manufacturers and traders in the Dominican Republic (via PROCARYN project)	\$100,000
International Finance Corporation (IFC)	Technical assistance to support responsible producers in Nicaragua	\$150,000
European Union	Supporting FTNs in Africa and Asia	\$4,550,000 cash
DGIS (Netherlands)	Community business development, High Conservation Value Forest monitoring, improved forest policies and lessons learned	\$119,000 cash
World Bank/WWF Alliance	Building linkages between communities and manufacturers, implementing wood tracking mechanisms to reduce illegal logging, and developing mechanisms to access credit	\$110,000 cash
European Union/WWF Netherlands and WWF U.K.	Consolidation of forest landscapes protection and management in Choco-Darien Ecoregional Complex	\$2,660,953 cash
TOTAL*		\$27,782,269

*Note: In addition to the funds leveraged through the partners detailed in the table above, WWF has invested **\$679,000** of its own core funds (from member dues, individual donors, and other support) to the effort.

Table 3: *New Partnerships and Leverage*

Partner	Role of Partner	Leverage
Weyerhaeuser	Forest Leadership Forum sponsor	\$25,000 cash
International Paper	Forest Leadership Forum sponsor	\$7,500 cash
Lanoga	Forest Leadership Forum sponsor	\$10,000 cash
TBM Hardwoods	North America FTN participant	\$15,000 cash
BlueLinx	North America FTN participant	\$100,000 cash
TOTAL		\$157,500

Annex 1: Activities Table – October 1, 2004 –September 30, 2005

Activity	Responsible	Status	Metric						
			policy successes	tools	tech asst. person-days	# trained	partners	hectares	market links
A. Enhanced demand for legal products from well-managed forests									
A-1 Increase number of government agencies and businesses that agree to source products from legal, well-managed forests									
NA-FTN	WWF	On-track	2						
GFTN participation and purchasing policies	WWF	On-track							
- Central America buyers			30						
- Japan paper buyers			4						
Corporate Outreach	Metafore/WWF	On-track							
- European Paper Meeting (Q4)	WWF				2	36	6		
- Japan certification seminar	WWF				1	160			
- Japan certified wood fair (dept. store)	WWF					100			
- Mie Prefecture certification seminar/exhibit					1	160			
- Paper supply chain seminar	WWF				1	25			
Government									
	WWF								
A-2 Increase number of government agencies and businesses implementing purchasing policies that prefer forest products from legal, well-managed forests.									
NA-FTN	WWF	On-track							
Paper Working Group	Metafore	On-track					9		
Brazil Buyer FTN	WWF	On-track							
A-3 Expand dissemination of business tools for buyers of forest products.									
Weekly news brief <i>In Focus</i>	Metafore	On-track		49		639			
Action briefs/fact sheets	Metafore	On-track							
International Seminars	Metafore	Completed				567	17		
Risk assessment fact sheets	WWF	completed		10					
GFTN RPG/ Participation Requirements / Procedures	WWF	completed		2					
- NA-FTN RPG				1					
GFTN Responsible Tracking Guide		On-track							
B. Increased supply of legal products from well-managed forests									
B-1 Increase the number of producer group members		On-track							
GFTN Producer Group participation / network expansion	WWF								
Indonesia							1		
- Bahasa RPG				1					

Activity	Responsible	Status	Metric						
			policy successes	tools	tech asst. person-days	# trained	partners	hectares	market links
Malaysia							1		
Ghana							1		
Russia							1		
Central Africa									
Brazil									
Mesoamerica & Caribbean							11		
Peru									
- supply chain workshop w/AIDER						6			
Bolivia									
Vietnam									
<i>B-2 Increase the area of forest under written commitment to achieve responsible forest management</i>		On-track							
GFTN Producer Group progress	WWF						4	622,844	
Indonesia									
- Baseline appraisal checklist				1					
Malaysia						60			
Ghana									
- RIL awareness training					1	17			
Russia									
- Tech. standard for production/CoC				1					
Central Africa					4				
- SFM/certification workshop					1	30			
- auditor training						3			
Brazil									
Mesoamerica & Caribbean									
Peru								35000	4
Bolivia									
- HCVF guide				1					
Vietnam									
China									
<i>B-3 Provide technical assistance and information to improve access to markets</i>									
Professional Development Program	Metafore	On-track				1			
Global Wood Advisor	Metafore	On-track		3					
C. More efficient trade of legal products from well-managed forests									
<i>C-1 Increased understanding of markets and trade flows</i>									
Lesser known species	WWF/Metafore	On-track							
GFTN market data	WWF	On-track							
<i>C-2 Increase informed interaction between buyers and producers</i>									
GFTN coordination	WWF	On-track							

Activity	Responsible	Status	Metric						
			policy successes	tools	tech asst. person days	# trained	partners	hectares	market links
- EMG meeting, Moscow					1	11			
- Asia regional meeting, HK					1	35			
- EMG meeting, Stockholm					1	9			
- Brazil conference (WWF, CTA, FOE)						35			
Trade visits/fairs	WWF								
- Peru Timber Trade fair						350			
- Panama seminar on supply chain communication					1				
- Japanese delegation to Indonesia						5			
<i>C-3 Increase (trade indicator) of Producer Group members</i>									
GFTN market links	WWF	On-track							38
<i>C-4 Expand database-linked Website</i>									
Forest Certification Resource Center	Metafore	On-track					1		
D. Multiple Expected Achievements									
Forest Leadership Forum	Metafore	On-track							
Illegal logging awareness	Metafore	On-track			2		1		
Marketing and story telling	Metafore/WWF	On-track			5	690			
Responsible forest investment	WWF	On-track							
WWF-WBCSD policy on certification	WWF		1						
CITES listing of ramin	WWF		1						
Companies' statement on EU FLEG-T	WWF		1						
Brazil forest concession law	WWF		1						
Japanese gov't purchasing commitment	WWF		1						
TOTAL			41	69	17	2939	53	657,844	42
Year 2			24	98	274	1387	555	12691203	28
Year 1			16	9	7	1221	46	1809232	0
Grand Total (Years 1 – 3 Cumulative)			81	176	298	5547	645	15158279	70
Metric									
policy successes	tools	tech. asst. person days	# trained	partners	hectares	market links			

Annex 2: Alliance Chronicles

Metafore's Paper Working Group creates alliance that positively impacts forests and communities

By Mark Evertz

Metafore is a nonprofit organization that works with influential North American-based businesses that purchase wood and paper products and have a global presence through their international operations. A Sustainable Forest Product Global Alliance (SFPGA) founding partner, Metafore helps these businesses that source wood and paper products from the developing world align their use of these products with environmental and social results that positively impact forests and communities.

One Metafore project doing just that is the Paper Working Group.

The Paper Working Group is a collaboration between 11 leading companies and Metafore to make environmentally preferable paper products more widely available and affordable. Funds provided by USAID and the U.S. Forest Service through the SFPGA have helped Metafore attract matching corporate funds and lead this ambitious multi-year project.

“The power of this business/NGO alliance is that it brings together influential North American-based companies that not only buy paper and paperboard products from developing countries, but, in many cases, actually have operations in these regions,” said David Ford, president and CEO of Metafore. “We’re working with leaders in the industry to help them source and use products in ways that benefit the forests in these areas and the communities that depend on these natural resources.”

Based on the SFPGA mission to foster collaboration for addressing broad environmental and social challenges through action in the global marketplace, the Paper Working Group facilitated broad stakeholder involvement across the forest products supply chain, with Metafore as a partner, collaborator and key communicator of group efforts.

The Paper Working Group started in 2003, when representatives from two large-volume corporate buyers of paper sought out Metafore to discuss the challenges they were facing with implementing recently crafted forest product purchasing policies. These businesses discovered that they were trying to address global forest management standards and manufacturing practices that couldn’t readily be incorporated into business operations.

“What we all discovered was that certain actions these businesses were trying to take based on advice they’d gotten from many different sources were unrealistic,” said Metafore’s Kristin Bonner, project manager for the Paper Working Group. “Actual business results associated with these prescribed actions were unclear, and there was a general lack of practical business approaches or tools for realizing broader environmental and social progress beyond an array of singular issues.”

Based on the theory that they couldn’t be alone in their assessment, Metafore sought out corporate leaders with market influence in a variety of business sectors that were looking for ways to buy, use and produce paper with a mind toward environmental and social stewardship. As it turned out, several companies were experiencing similar challenges.

Following several internal and external discussions surrounding business sector representatives, Metafore’s Paper Working Group was formed. Group participants are: Bank of America, Cenveo, Hewlett-Packard Company, FedEx Kinko’s Office and Print Services, McDonald’s Corporation, Metafore, Nike Inc., Norm Thompson Outfitters, Staples, Inc., Starbucks Coffee Company; Time Inc.; and Toyota Motor Sales, U.S.A. Inc.

Company representatives and Metafore recognized soon after assembling that mixed signals in the marketplace on what constituted environmentally friendly paper was a sizeable hurdle. They all acknowledged that the group needed to create a common definition of environmentally preferable paper; develop tools that created a common language and consistent measurements for global buyers and suppliers of paper on the components of environmentally sound paper; and, finally, work as a unified force to educate the marketplace.

Mark Buckley, vice president of environmental affairs for Staples, Inc., said recently that the value of Metafore was its ability to address environmentally preferable paper more broadly. “What Metafore was able

to do was convene a group of like-minded companies who had a desire to create more access to affordable, environmentally preferable paper products and take a life-cycle approach,” Buckley told Green@Work. “Not just focus on sustainable forestry, not just recycled content, but really take a broader view of paper and its whole life cycle.”

The Paper Working Group defined environmentally preferable paper in terms of a set of seven interconnected desired outcomes that represent multiple opportunities for improvement over the long term.

Efficient use and conservation of raw materials – This means that the renewable raw materials used to produce paper are employed as efficiently as knowledge and technology allow, and that, over time, depletion of nonrenewable raw materials is reduced and eventually eliminated as more sustainable alternatives are developed.

Minimization of waste – This addresses the concern that paper products are designed for appropriate longevity and reuse, and are created so that their components can be retained within closed-loop or recycling/recovery systems.

Conservation of natural systems – This desired outcome means that the forests and other natural systems that provide raw material for paper are conserved in a manner that protects unique natural values, restores degraded ecosystems to a functioning state, and ensures the sustainable flow of products and services.

Clean production – This addresses the desire that the negative impacts of paper production on water, air, earth and climate are minimized and eventually eliminated.

Community and human well-being – This outcome means that the complex chain of paper production—from forest management to product creation—has positive benefits to the well being of individuals, communities and cultures.

Economic viability of environmentally preferable paper – Basically that continuous improvement in the environmental performance of paper is supported by concurrent economic incentives.

Credible reporting and verification – Standardized, independently verified information on the key attributes of environmentally preferable paper is available to purchasers.

“We got everyone in the group to pull back from the terminology they heard or read about and focus on what they hoped to achieve as businesses by working together on this environmental challenge,” said Bonner. “The process of getting all company representatives to create and then agree on a series of desired outcomes for this endeavor was vital for moving the process forward.”

That moving forward consisted of working in teams to reach out to an array of stakeholders in the environmental community, forest products industry, governmental agencies and elsewhere, informing them of the group’s intentions.

Following the outreach to inform a broad spectrum of interested parties, the group participants began the process for building a universal tool that would help buyers and suppliers anywhere in the world measure the environmental footprint of paper as a means of making informed decisions and facilitating communication along the global forest products supply chain.

The Web-based Environmental Paper Assessment Tool (EPAT), currently in the piloting stage and scheduled for wide release in April 2006, is one product of the group’s work to make environmentally preferable paper more available.

In addition to the 11 Paper Working Group participants, Metafore brought in nine other corporate paper buyers to pilot the tool and provide feedback on its final design and data output. The EPAT Early Adopters are: FedEx Express, The Hearst Corporation, J.C. Penney, Inc., L.L. Bean, Office Depot, Quad Graphics, Quebecor World, Inc., RR Donnelly, and Recreational Equipment, Inc. (REI).

With this group of buyers and suppliers working together to create a more informed and coordinated supply chain, Metafore envisions a tool that helps maximize the value of forest resources so businesses, the communities they inhabit and the forests they depend on around the world can continue to thrive.

“This is an example of a public-private partnership with clear objectives, vision and a commitment to doing business in ways that benefit the environment and the communities that rely on it,” said David Ford,

president and CEO of Metafore. “This work will set the stage for businesses in North America to address issues such as forest certification, illegal logging, sensitive forest areas and other on-the-ground forest management challenges in a business operations context. Together, we have a greater collective impact on the health of the world’s forests and people.”

USAID and WWF Help Leading Nicaraguan Companies Demonstrate Commitment to Responsible Forest Products Purchasing

Managua, Nicaragua, August 15, 2005. Three companies that sell furniture in Nicaragua have made a commitment to support healthy forests by signing responsible purchasing policies. Gilberto Pacheco of Productos Metal Madera, Víctor Gutiérrez of Muebles Verónica, and Eduardo Ñamendi of Muebles Victoria are joining forces to promote responsible forest management. The responsible purchasing policies are evidence of their commitment.

A signing ceremony took place at the end of the 2005 Expomueble, a furniture fair held in Guatemala in August, 2005. Jagwood+, WWF’s forest and trade network for MesoAmerica and the Caribbean, organized an event where the furniture sellers made public commitments to responsible management and trade in forest products. Support from USAID under the Sustainable Forest Products Global Alliance helped WWF to establish Jagwood+, and has provided ongoing funding for Jagwood’s efforts to help forest products producers, manufacturers, and buyers to improve their forestry and business practices in support of well-managed forests.

The gentlemen signing the responsible purchasing policies play influential roles in the Central American forest sector. Entrepreneur Gilberto Pacheco is president of Nicaragua’s National Commission for Wooden Furniture, as well as the head of a company called PROCIMEXA which is trying to become the number one furniture export company in Nicaragua. In addition to heading their respective companies, Víctor Gutiérrez and Eduardo Ñamendi also serve as directors for PROCIMEXA.

Present at the signing of the responsible purchasing policies were Jagwood+ Director Noemí Pérez, Forestry Program Director for WWF-Central America Mauro Salazar, and Forest Cluster Director Lolo Morales.

According to Jagwood’s Pérez, “This commitment is an important first step for the Nicaraguan furniture vendors in the process receiving chain of custody certification. They join a select group of Nicaraguan companies that have taken the lead to demonstrate that successful business and responsible forest stewardship can go hand in hand.”

The responsible purchasing policies are part of a formal action plan prepared by each one of the signatory companies to ensure that they acquire a growing percentage of wood from responsibly managed forests. In Central America, 31 responsible purchasing policies have already been signed by international organizations, architects, builders, hotels, furniture manufacturers and other forestry industry companies. This progress is occurring as part of the alliance between Jagwood+ and Nicaragua’s Presidential Commission for Competitiveness.



Mauro Salazar from WWF, Lolo Morales from the Forest Cluster, Noemí Pérez of Jagwood+ and Gilberto Pacheco of Productos Metal Madera during the signing of the Responsible Purchasing Policy agreement. Photo © Ingrid Gaitán.

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The purchasing policies and action plans are prepared with guidance from WWF's Forest & Trade Networks – in this case Jagwood+ - which also monitor company's progress toward their action plans. The Forest & Trade Networks, active in 30 countries worldwide, make up WWF's Global Forest & Trade Network (GFTN) and count over 400 forest products companies in their membership. USAID has provided seed funding enabling the GFTN to undergo a period of increasing membership and results since 2002; WWF has leveraged this funding with support from diverse partners in the corporate and civil society sectors.